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### Amendments to the Claims

Please amend the claims without prejudice, as follows and consider the subsequent remarks/arguments. This listing of claims will replace all prior versions and listings of claims in the application.

#### Listing of Claims

1. (Currently amended) A method for reporting rating information, comprising:
- providing a database that stores a plurality of user profiles corresponding to a plurality of users, wherein each user profile comprises a set of personal information data;
  - wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;
  - receiving from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users;
  - identifying a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
  - mapping the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
  - filtering the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a predetermined number of user profiles, such that the second set of user profiles includes those profiles that most closely mapped to the user profile of the requesting user along multiple dimensions; [and]

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determining whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement;

repeating the filtering and determining steps if the second set of user profiles is not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined conformity requirement is relaxed;

creating a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and

reporting the set of rating information to the requesting user.

Claims 2-9 (canceled)

10. (Currently amended) An apparatus that reports rating information, comprising;

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) a database that stores a plurality of user profiles corresponding to a plurality of users, wherein each user profile comprises a set of personal information data;

wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

- (d) logic that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users;
- (e) logic that identifies a first set of user profiles, wherein each of the users

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associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;

- (f) logic that maps the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
- (g) logic that filters the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a predetermined number of user profiles, such that the second set of user profiles includes those profiles that most closely mapped to the user profile of the requesting user along multiple dimensions; [and]
- (h) logic that determines whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement;
- (i) logic that repeats the filtering logic and the determining logic if the second set of user profiles is not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined conformity requirement is relaxed;
- (j) logic that creates a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and
- (k) logic that reports the set of rating information to the requesting user.

11. (Currently amended) A computer program embodied on a computer-readable medium that reports rating information, comprising:

a code segment that stores a plurality of user profiles corresponding to a plurality of users in a database, wherein each user profile comprises a set of personal information data;

wherein a first subset of users from the plurality of users have each submitted

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product/service rating data for at least one product or service; wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

a code segment that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users;

a code segment that identifies a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;

a code segment that maps the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;

a code segment that filters the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a predetermined number of user profiles, such that the second set of user profiles includes those profiles that most closely mapped to the user profile of the requesting user along multiple dimensions; [and]

a code segment that determines whether the second set of user profiles is sufficiently similar to the user profile of the requesting user to satisfy a predetermined conformity requirement;

a code segment that repeats the filtering logic and the determining logic if the second set of user profiles is not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined conformity requirement is relaxed;

a code segment that creates a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and

a code segment that reports the set of rating information to the requesting user.

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Claims 12-18 (canceled)

19. (Canceled).

20. (Currently amended) A method for reporting rating information as recited in claim 1, further comprising:

repeating the filtering and determining steps if the second set of user profiles ~~is~~[are] not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined number of user profiles is reduced;

creating a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and

reporting the set of rating information to the requesting user.

21. (Canceled)

22. (Currently amended) An apparatus that reports rating information as recited in claim 10, further comprising:

logic that repeats the filtering and determining steps if the second set of user profiles ~~[are]~~is not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined number of user profiles is reduced;

logic that creates a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and

logic that reports the set of rating information to the requesting user.

23. (Canceled)

24. (Currently amended presented) A computer program embodied on a computer-readable medium that reports rating information as recited in claim 11, further comprising

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a code segment that repeats the filtering logic and the determining logic if the second set of user profiles is[are] not determined to be sufficiently similar to the user profile of the requesting user, wherein the predetermined number of user profiles is reduced;

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contd*  
a code segment that creates a set of rating information from product/service rating data from the database for the desired product/service, wherein the set of rating information is from the second set of user profiles; and

a code segment that reports the set of rating information to the requesting user.

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